Demographics

Gender	N	%	Current Class Load	N	%
Female	12	52.17%	Full-time	12	48.00%
Male	11	47.83%	Part-time	13	52.00%
Total	23	100.00%	Total	25	100.00%
No Response	11		No Response	9	
Age	N	%	Class Level	N	%
18 and under	0	0.00%	First year	7	23.33%
19 to 24	8	32.00%	Second year	4	13.33%
25 to 34	5	20.00%	Third year	4	13.33%
35 to 44	6	24.00%	Fourth year	13	43.33%
45 to 54	6	24.00%	Special student	0	0.00%
55 to 64	0	0.00%	Graduate/professional	0	0.00%
65 and over	0	0.00%	Other class level	2	6.67%
Total	25	100.00%	Total	30	100.00%
No Response	9		No Response	4	
Ethnicity/Race	N	%	Educational Goal	N	%
African-American	0	0.00%	Associate degree	0	0.00%
American Indian or Alaskan Native	0	0.00%	Bachelor's degree	23	82.14%
Asian or Pacific Islander	0	0.00%	Master's degree	3	10.71%
Caucasian/White	28	96.55%	Doctorate or professional degree	0	0.00%
Hispanic	0	0.00%	Certification (initial or renewal)	0	0.00%
Other race	0	0.00%	Self-improvement/pleasure	0	0.00%
Race - Prefer not to respond	1	3.45%	Job-related training	1	3.57%
Total	29	100.00%	Other educational goal	1	3.57%
No Response	5		Total	28	100.00%
			No Response	6	
Current Enrollment Status	N	%			_
Primarily online	31	96.88%	Employment	N	%
Primarily on-campus	1	3.13%	Full-time	21	77.78%
Total	32	100.00%	Part-time	3	11.11%
No Response	2		Not employed	3	11.11%
			Total	27	100.00%
			No Response	7	

Demographics

Current Residence	N	%	Previous Online Enrollment	N	%
Own house	18	62.07%	No classes	7	20.59%
Rent room / apartment / house	8	27.59%	1-3 classes	11	32.35%
Relative's home	0	0.00%	4-6 classes	4	11.76%
Residence hall	0	0.00%	7-9 classes	3	8.82%
Other residence	3	10.34%	10-12 classes	6	17.65%
Total	29	100.00%	13-15 classes	1	2.94%
No Response	5		More than 15 classes	2	5.88%
			Total	34	100.00%
N	N. T	0./	No Response	0	
Marital Status	N	%			
Single	3	11.54%			0./
Single with children	1	3.85%	How many hours a week are you	N	%
Married	4	15.38%	currently working?		2.120/
Married with children	18	69.23%	None	1	3.13%
Marital - Prefer not to respond	0	0.00%	Fewer than 10	0	0.00%
Total	26	100.00%	10-15	2	6.25%
No Response	8		16-20	4	12.50%
			21-30	2	6.25%
Current Plans	N	%	31-40	23	71.88%
			Total	32	100.00%
Complete online degree program	30	90.91%	No Response	2	
Complete degree on campus Transfer credits	0	0.00% 3.03%			
Complete this course	1 2	6.06%	Institution Question 2	N	%
Total	33	100.00%	Campus item 2 - Answer 1	0	0%
No Response	1	100.0070	Campus item 2 - Answer 2	0	0%
No Response	1		Campus item 2 - Answer 3	0	0%
			Campus item 2 - Answer 4	0	0%
Current Online Enrollment	N	%	Campus item 2 - Answer 5	0	0%
1-3 credits	4	12.50%	Campus item 2 - Answer 6	0	0%
4-6 credits	8	25.00%	Total	0	100.00%
7-9 credits	6	18.75%	No Response	34	
10-12 credits	10	31.25%	•		
13-15 credits	0	0.00%			
More than 15 credits	4	12.50%			
Total	32	100.00%			
No Response	2				

Demographics

N	%
26	81.25%
5	15.63%
1	3.13%
32	100.00%
	2651

Strategic Planning Overview Strengths and Challenges

Strengths

- 30. Campus item: The course content is preparing me for ministry.
- 18. Registration for online courses is convenient.
- 1. This institution has a good reputation.
- 10. This institution responds quickly when I request information.
- 2. My program advisor is accessible by telephone and e-mail.
- 32. Campus item: Billing policies are reasonable.
- 33. Campus item: The campus staff are caring and helpful.

Challenges

- 20. The quality of online instruction is excellent.
- 27. Campus item: I am growing spiritually because of my online classes
- 3. Instructional materials are appropriate for program content.
- 6. Tuition paid is a worthwhile investment.
- 11. Student assignments are clearly defined in the syllabus.
- 12. There are sufficient offerings within my program of study.
- 7. Program requirements are clear and reasonable.

Strategic Planning Overview Benchmarks

Higher Satisfaction vs. National Online Learners

- 1. This institution has a good reputation.
- 10. This institution responds quickly when I request information.

Scales: In Order of Importance

	C	Ozark Christian College - PSC)L		Mean Difference		
Scale	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Institutional Perceptions	6.60	6.39 / 0.79	0.21	6.54	5.91 / 1.22	0.63	0.48 *
Enrollment Services	6.51	6.39 / 0.77	0.12	6.54	6.07 / 1.11	0.47	0.32
Academic Services	6.33	5.98 / 0.95	0.35	6.47	5.98 / 1.02	0.49	0.00
Instructional Services	6.30	5.98 / 0.86	0.32	6.43	5.90 / 1.07	0.53	0.08
Student Services	6.19	6.33 / 0.91	-0.14	6.40	5.91 / 1.17	0.49	0.42 *

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	(Ozark Christian College - PS	OL	National Online Learners			Mean Difference
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
20. The quality of online instruction is excellent.	6.79	6.00 / 1.14	0.79	6.68	5.88 / 1.41	0.80	0.12
44. Factor to enroll: Ability to transfer credits	6.70			6.26			
51. Factor to enroll: Convenience	6.69			6.71			
27. Campus item: I am growing spiritually because of my online classes	6.68	6.03 / 1.53	0.65				
3. Instructional materials are appropriate for program content.	6.67	6.13 / 1.07	0.54	6.64	6.02 / 1.25	0.62	0.11
6. Tuition paid is a worthwhile investment.	6.65	6.18 / 1.10	0.47	6.62	5.80 / 1.48	0.82	0.38
30. Campus item: The course content is preparing me for ministry.	6.63	6.41 / 1.10	0.22				
11. Student assignments are clearly defined in the syllabus.	6.62	5.73 / 1.42	0.89	6.68	6.02 / 1.30	0.66	-0.29
7. Program requirements are clear and reasonable.	6.59	6.03 / 1.16	0.56	6.64	5.99 / 1.32	0.65	0.04
12. There are sufficient offerings within my program of study.	6.59	5.82 / 1.13	0.77	6.57	5.99 / 1.30	0.58	-0.17
18. Registration for online courses is convenient.	6.58	6.56 / 1.01	0.02	6.67	6.40 / 1.10	0.27	0.16
50. Factor to enroll: Flexible pacing for completing a program	6.58			6.61			
1. This institution has a good reputation.	6.56	6.61 / 0.75	-0.05	6.47	6.02 / 1.23	0.45	0.59 **
40. Source of information: Web site	6.56			6.43			
2. My program advisor is accessible by telephone and e-mail.	6.53	6.39 / 1.03	0.14	6.51	6.12 / 1.34	0.39	0.27
10. This institution responds quickly when I request information.	6.53	6.52 / 1.03	0.01	6.59	6.02 / 1.37	0.57	0.50 *
23. Billing and payment procedures are convenient for me.	6.53	6.33 / 1.11	0.20	6.57	6.19 / 1.28	0.38	0.14

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	(Ozark Christian College - PS	OL	National Online Learners			Mean Difference
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Faculty provide timely feedback about student progress.	6.50	6.21 / 0.82	0.29	6.62	5.90 / 1.37	0.72	0.31
32. Campus item: Billing policies are reasonable.	6.48	6.47 / 0.84	0.01				
9. Adequate financial aid is available.	6.47	6.33 / 1.09	0.14	6.46	5.79 / 1.60	0.67	0.54
29. Campus item: The course content and assignments are appropriately rigorous and challenging.	6.47	6.18 / 1.45	0.29				
33. Campus item: The campus staff are caring and helpful.	6.47	6.55 / 0.78	-0.08				
14. I receive timely information on the availability of financial aid.	6.45	6.33 / 0.80	0.12	6.43	5.84 / 1.54	0.59	0.49
22. I am aware of whom to contact for questions about programs and services.	6.44	6.39 / 1.20	0.05	6.53	6.00 / 1.41	0.53	0.39
25. Faculty are responsive to student needs.	6.44	6.24 / 1.06	0.20	6.66	5.99 / 1.35	0.67	0.25
17. Assessment and evaluation procedures are clear and reasonable.	6.35	6.09 / 1.13	0.26	6.55	6.05 / 1.26	0.50	0.04
28. Campus item: The length of time during the process of admission, acceptance, and enrollment was appropriate.	6.35	6.41 / 0.84	-0.06				
48. Factor to enroll: Reputation of institution	6.33			6.35			
5. My program advisor helps me work toward career goals.	6.32	6.24 / 1.06	0.08	6.32	5.68 / 1.62	0.64	0.56 *
21. Adequate online library resources are provided.	6.32	5.76 / 1.46	0.56	6.56	6.19 / 1.22	0.37	-0.43 *
49. Factor to enroll: Work schedule	6.28			6.59			
16. Appropriate technical assistance is readily available.	6.27	6.16 / 1.19	0.11	6.51	6.12 / 1.26	0.39	0.04

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	(Ozark Christian College - PSOL			National Online Learners			
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap		
31. Campus item: Course assignments are due on days (Thursday, Sunday) that are most convenient.	6.27	5.41 / 1.76	0.86					
13. The frequency of student and instructor interactions is adequate.	6.21	6.18 / 0.98	0.03	6.39	5.91 / 1.34	0.48	0.27	
19. Online career services are available.	6.17	5.89 / 1.47	0.28	6.15	5.79 / 1.48	0.36	0.10	
45. Factor to enroll: Cost	6.16			6.37				
34. Campus item: The program orientation helped me know what to expect in online classes.	6.12	6.00 / 1.19	0.12					
15. Channels are available for providing timely responses to student complaints.	6.00	6.29 / 1.12	-0.29	6.33	5.61 / 1.64	0.72	0.68 *	
38. Source of information: Catalog (online)	5.97			6.14				
42. Source of information: Recommendation from instructor or program advisor	5.85			5.91				
46. Factor to enroll: Financial assistance available	5.84			6.30				
53. Factor to enroll: Program requirements	5.81			6.43				
26. The bookstore provides timely service to students.	5.68	6.57 / 0.79	-0.89	6.35	6.10 / 1.31	0.25	0.47	
47. Factor to enroll: Future employment opportunities	5.59			6.24				
24. Tutoring services are readily available for online courses.	5.52	5.26 / 1.76	0.26	6.15	5.72 / 1.58	0.43	-0.46	
35. Campus item: I would like ministry career planning assistance.	5.40	5.77 / 1.31	-0.37					
39. Source of information: College representatives	5.19			5.70				

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	(Ozark Christian College - PSC)L		Mean Difference		
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
43. Source of information: Contact with current students and / or recent graduates of the program	5.16			5.34			
52. Factor to enroll: Distance from campus	4.88			5.31			
54. Factor to enroll: Recommendations from employer	4.88			5.29			
8. Student-to-student collaborations are valuable to me.	4.85	5.25 / 1.34	-0.40	5.19	5.44 / 1.54	-0.25	-0.19
37. Source of information: Catalog and brochures (printed)	4.78			4.89			
41. Source of information: Advertisements	4.60			4.63			
36. Campus item 10							

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Academic Services

	C	Ozark Christian College - PSC)L		Mean Difference		
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ACADEMIC SERVICES	6.33	5.98 / 0.95	0.35	6.47	5.98 / 1.02	0.49	0.00
2. My program advisor is accessible by telephone and e-mail.	6.53	6.39 / 1.03	0.14	6.51	6.12 / 1.34	0.39	0.27
5. My program advisor helps me work toward career goals.	6.32	6.24 / 1.06	0.08	6.32	5.68 / 1.62	0.64	0.56 *
7. Program requirements are clear and reasonable.	6.59	6.03 / 1.16	0.56	6.64	5.99 / 1.32	0.65	0.04
12. There are sufficient offerings within my program of study.	6.59	5.82 / 1.13	0.77	6.57	5.99 / 1.30	0.58	-0.17
16. Appropriate technical assistance is readily available.	6.27	6.16 / 1.19	0.11	6.51	6.12 / 1.26	0.39	0.04
21. Adequate online library resources are provided.	6.32	5.76 / 1.46	0.56	6.56	6.19 / 1.22	0.37	-0.43 *
24. Tutoring services are readily available for online courses.	5.52	5.26 / 1.76	0.26	6.15	5.72 / 1.58	0.43	-0.46

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Enrollment Services

	C	Ozark Christian College - PSC	DL		Mean Difference		
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ENROLLMENT SERVICES	6.51	6.39 / 0.77	0.12	6.54	6.07 / 1.11	0.47	0.32
9. Adequate financial aid is available.	6.47	6.33 / 1.09	0.14	6.46	5.79 / 1.60	0.67	0.54
14. I receive timely information on the availability of financial aid.	6.45	6.33 / 0.80	0.12	6.43	5.84 / 1.54	0.59	0.49
18. Registration for online courses is convenient.	6.58	6.56 / 1.01	0.02	6.67	6.40 / 1.10	0.27	0.16
23. Billing and payment procedures are convenient for me.	6.53	6.33 / 1.11	0.20	6.57	6.19 / 1.28	0.38	0.14

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Institutional Perceptions

	C	Ozark Christian College - PSC)L		Mean Difference		
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
INSTITUTIONAL PERCEPTIONS	6.60	6.39 / 0.79	0.21	6.54	5.91 / 1.22	0.63	0.48 *
1. This institution has a good reputation.	6.56	6.61 / 0.75	-0.05	6.47	6.02 / 1.23	0.45	0.59 **
6. Tuition paid is a worthwhile investment.	6.65	6.18 / 1.10	0.47	6.62	5.80 / 1.48	0.82	0.38

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Instructional Services

	(Ozark Christian College - PSOL			National Online Learners			
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap		
INSTRUCTIONAL SERVICES	6.30	5.98 / 0.86	0.32	6.43	5.90 / 1.07	0.53	0.08	
3. Instructional materials are appropriate for program content.	6.67	6.13 / 1.07	0.54	6.64	6.02 / 1.25	0.62	0.11	
4. Faculty provide timely feedback about student progress.	6.50	6.21 / 0.82	0.29	6.62	5.90 / 1.37	0.72	0.31	
8. Student-to-student collaborations are valuable to me.	4.85	5.25 / 1.34	-0.40	5.19	5.44 / 1.54	-0.25	-0.19	
11. Student assignments are clearly defined in the syllabus.	6.62	5.73 / 1.42	0.89	6.68	6.02 / 1.30	0.66	-0.29	
13. The frequency of student and instructor interactions is adequate.	6.21	6.18 / 0.98	0.03	6.39	5.91 / 1.34	0.48	0.27	
17. Assessment and evaluation procedures are clear and reasonable.	6.35	6.09 / 1.13	0.26	6.55	6.05 / 1.26	0.50	0.04	
20. The quality of online instruction is excellent.	6.79	6.00 / 1.14	0.79	6.68	5.88 / 1.41	0.80	0.12	
25. Faculty are responsive to student needs.	6.44	6.24 / 1.06	0.20	6.66	5.99 / 1.35	0.67	0.25	

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Student Services

	Ozark Christian College - PSOL			National Online Learners			Mean Difference
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
STUDENT SERVICES	6.19	6.33 / 0.91	-0.14	6.40	5.91 / 1.17	0.49	0.42 *
10. This institution responds quickly when I request information.	6.53	6.52 / 1.03	0.01	6.59	6.02 / 1.37	0.57	0.50 *
15. Channels are available for providing timely responses to student complaints.	6.00	6.29 / 1.12	-0.29	6.33	5.61 / 1.64	0.72	0.68 *
19. Online career services are available.	6.17	5.89 / 1.47	0.28	6.15	5.79 / 1.48	0.36	0.10
22. I am aware of whom to contact for questions about programs and services.	6.44	6.39 / 1.20	0.05	6.53	6.00 / 1.41	0.53	0.39
26. The bookstore provides timely service to students.	5.68	6.57 / 0.79	-0.89	6.35	6.10 / 1.31	0.25	0.47

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	Ozark Christian College - PSOL		National Online Learners			Mean Difference	
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
1. This institution has a good reputation.	6.56	6.61 / 0.75	-0.05	6.47	6.02 / 1.23	0.45	0.59 **
2. My program advisor is accessible by telephone and e-mail.	6.53	6.39 / 1.03	0.14	6.51	6.12 / 1.34	0.39	0.27
3. Instructional materials are appropriate for program content.	6.67	6.13 / 1.07	0.54	6.64	6.02 / 1.25	0.62	0.11
4. Faculty provide timely feedback about student progress.	6.50	6.21 / 0.82	0.29	6.62	5.90 / 1.37	0.72	0.31
5. My program advisor helps me work toward career goals.	6.32	6.24 / 1.06	0.08	6.32	5.68 / 1.62	0.64	0.56 *
6. Tuition paid is a worthwhile investment.	6.65	6.18 / 1.10	0.47	6.62	5.80 / 1.48	0.82	0.38
7. Program requirements are clear and reasonable.	6.59	6.03 / 1.16	0.56	6.64	5.99 / 1.32	0.65	0.04
8. Student-to-student collaborations are valuable to me.	4.85	5.25 / 1.34	-0.40	5.19	5.44 / 1.54	-0.25	-0.19
9. Adequate financial aid is available.	6.47	6.33 / 1.09	0.14	6.46	5.79 / 1.60	0.67	0.54
10. This institution responds quickly when I request information.	6.53	6.52 / 1.03	0.01	6.59	6.02 / 1.37	0.57	0.50 *
11. Student assignments are clearly defined in the syllabus.	6.62	5.73 / 1.42	0.89	6.68	6.02 / 1.30	0.66	-0.29
12. There are sufficient offerings within my program of study.	6.59	5.82 / 1.13	0.77	6.57	5.99 / 1.30	0.58	-0.17
13. The frequency of student and instructor interactions is adequate.	6.21	6.18 / 0.98	0.03	6.39	5.91 / 1.34	0.48	0.27
14. I receive timely information on the availability of financial aid.	6.45	6.33 / 0.80	0.12	6.43	5.84 / 1.54	0.59	0.49
15. Channels are available for providing timely responses to student complaints.	6.00	6.29 / 1.12	-0.29	6.33	5.61 / 1.64	0.72	0.68 *
16. Appropriate technical assistance is readily available.	6.27	6.16 / 1.19	0.11	6.51	6.12 / 1.26	0.39	0.04

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	(Ozark Christian College - PSG	PSOL National Online Learners			Mean Difference	
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
17. Assessment and evaluation procedures are clear and reasonable.	6.35	6.09 / 1.13	0.26	6.55	6.05 / 1.26	0.50	0.04
18. Registration for online courses is convenient.	6.58	6.56 / 1.01	0.02	6.67	6.40 / 1.10	0.27	0.16
19. Online career services are available.	6.17	5.89 / 1.47	0.28	6.15	5.79 / 1.48	0.36	0.10
20. The quality of online instruction is excellent.	6.79	6.00 / 1.14	0.79	6.68	5.88 / 1.41	0.80	0.12
21. Adequate online library resources are provided.	6.32	5.76 / 1.46	0.56	6.56	6.19 / 1.22	0.37	-0.43 *
22. I am aware of whom to contact for questions about programs and services.	6.44	6.39 / 1.20	0.05	6.53	6.00 / 1.41	0.53	0.39
23. Billing and payment procedures are convenient for me.	6.53	6.33 / 1.11	0.20	6.57	6.19 / 1.28	0.38	0.14
24. Tutoring services are readily available for online courses.	5.52	5.26 / 1.76	0.26	6.15	5.72 / 1.58	0.43	-0.46
25. Faculty are responsive to student needs.	6.44	6.24 / 1.06	0.20	6.66	5.99 / 1.35	0.67	0.25
26. The bookstore provides timely service to students.	5.68	6.57 / 0.79	-0.89	6.35	6.10 / 1.31	0.25	0.47
27. Campus item: I am growing spiritually because of my online classes	6.68	6.03 / 1.53	0.65				
28. Campus item: The length of time during the process of admission, acceptance, and enrollment was appropriate.	6.35	6.41 / 0.84	-0.06				
29. Campus item: The course content and assignments are appropriately rigorous and challenging.	6.47	6.18 / 1.45	0.29				
30. Campus item: The course content is preparing me for ministry.	6.63	6.41 / 1.10	0.22				
31. Campus item: Course assignments are due on days (Thursday, Sunday) that are most convenient.	6.27	5.41 / 1.76	0.86				

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

National Group Means are based on 126748 records.

	(Ozark Christian College - PSG	OL	National Online Learners		Mean Difference	
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
32. Campus item: Billing policies are reasonable.	6.48	6.47 / 0.84	0.01				
33. Campus item: The campus staff are caring and helpful.	6.47	6.55 / 0.78	-0.08				
34. Campus item: The program orientation helped me know what to expect in online classes.	6.12	6.00 / 1.19	0.12				
35. Campus item: I would like ministry career planning assistance.	5.40	5.77 / 1.31	-0.37				
36. Campus item 10							
37. Source of information: Catalog and brochures (printed)	4.78			4.89			
38. Source of information: Catalog (online)	5.97			6.14			
39. Source of information: College representatives	5.19			5.70			
40. Source of information: Web site	6.56			6.43			
41. Source of information: Advertisements	4.60			4.63			
42. Source of information: Recommendation from instructor or program advisor	5.85			5.91			
43. Source of information: Contact with current students and / or recent graduates of the program	5.16			5.34			
44. Factor to enroll: Ability to transfer credits	6.70			6.26			
45. Factor to enroll: Cost	6.16			6.37			
46. Factor to enroll: Financial assistance available	5.84			6.30			
47. Factor to enroll: Future employment opportunities	5.59			6.24			

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	Ozark Christian College - PSOL			National Online Learners			Mean Difference
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
48. Factor to enroll: Reputation of institution	6.33			6.35			
49. Factor to enroll: Work schedule	6.28			6.59			
50. Factor to enroll: Flexible pacing for completing a program	6.58			6.61			
51. Factor to enroll: Convenience	6.69			6.71			
52. Factor to enroll: Distance from campus	4.88			5.31			
53. Factor to enroll: Program requirements	5.81			6.43			
54. Factor to enroll: Recommendations from employer	4.88			5.29			

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

Summary Items

Summary Item	Ozark Christian College - PSOL	National Online Learners	Mean Difference
So far, how has your college experience met your expectations?	Average: 5.19	Average: 5.18	0.01
1=Much worse than expected	0%	2%	
2=Quite a bit worse than I expected	3%	1%	
3=Worse than I expected	3%	6%	
4=About what I expected	25%	24%	
5=Better than I expected	31%	23%	
6=Quite a bit better than I expected	15%	15%	
7=Much better than expected	21%	26%	
Rate your overall satisfaction with your experience here thus far.	Average: 6.09	Average: 5.82	0.27
1=Not satisfied at all	0%	1%	
2=Not very satisfied	0%	2%	
3=Somewhat dissatisfied	5%	5%	
4=Neutral	2%	5%	
5=Somewhat satisfied	11%	11%	
6=Satisfied	35%	36%	
7=Very satisfied	44%	37%	
All in all, if you had to do it over, would you enroll here again?	Average: 6.48	Average: 5.86	0.62
1=Definitely not	0%	3%	
2=Probably not	0%	4%	
3=Maybe not	3%	3%	
4=I don't know	0%	6%	
5=Maybe yes	10%	7%	
6=Probably yes	17%	26%	
7=Definitely yes	68%	49%	